CITY OF SYDNEY

Preparing a project plan

Project plans

A project plan outlines its goals and objectives, and details activities, timeline and available resources. Show how you've planned your project well and have thought through all the elements that will make it a success.

When developing a project plan, consider the following depending on the complexity of the plan:

– **Objectives**: Why I am doing this, what do I want to achieve by delivering this project?

– **Stakeholders**: Who is the audience, who am I going to be working with, who do I need to tell about this project?

– **Actions**: What is involved – what do I need to do to make this project happen?

– **Timeframe**: What do I need to get done when? What milestones will show me I am on track?

Projects requesting less than $20,000 in cash will, at minimum, need to provide a timeline of activities. Requests for larger grants might follow the project plan example detailed in this document. The level of detail of your project plan should be in line with the amount of funding requested.

Goals and objectives

It's useful if the first section of your project plan details the goals and objectives.

Goals are typically long term, overarching ideas that you want to realise through your project - it is expected that these align with the City of Sydney's funding priorities. Objectives, on the other hand, are usually short-term and measurable activities that will help you achieve your goals.

Resources

You may also want to include details of the resources that you anticipate will be (or will need to be) available to you for your project. This can include financial resources (grant income from the City of Sydney or other funders and any private donations), the people or roles required to undertake the activities and any other equipment or services that will also be needed.

For each of the resources required it can also be helpful to indicate whether they have already been secured at the point of your grant application.

Timeline

A key element of any valuable project plan is a timeline of your project's activities. While there are different ways to present this, a popular way of outlining a project's activities over time is to use a Gantt chart – an example of which is provided later in this document.

Outlining your projects planned activities in this way can clearly demonstrate your awareness of all the various elements required to execute a successful project, how these should be grouped and when these should take place. It is also a good tool for showing your understanding of the complexity of a project and the time it might take to realistically complete each activity.

Grouping your activities is a good way of keeping them organised and manageable – for example you might decide to group activities under Planning, Financials, Communications, Evaluation or others.

Project plan – simple example

Names mentioned in the example not related to real people or businesses.

Goals and objectives

Goal 1

Bring visual artists from around NSW together to learn from each other, network with galleries and art suppliers and celebrate their achievements. (Aligns with funding priority - strengthen social inclusion, enable connectedness and reduce social isolation)

Objective 1

Present a two-day visual arts festival for 500 attendees which will feature 6 separate talks about various subjects relevant to a visual arts audience.

Goal 2

A broad range of artists, dealers, suppliers and educators attend representing the cultural and social diversity of the local area. (Aligns with funding priority - represent the cultural and social diversity of our communities)

Objective 2

Connect directly with a wide and diverse range of community groups and partners (and leverage their communication channels), to ensure the attendees will reflect the cultural and social diversity of the local area. Ensure also there is diversity reflected in the range of individuals invited to attend as speakers.

Resources

Money

– Applicant, Tara's Art Gallery, Create NSW grant (all already secured),

– City of Sydney grant, Creative Australia grant (not yet secured)

People

– One paid organiser, one paid program manager, (individuals identified and 50% of funding to employ them secured)

– Six expert speakers (individuals identified and 100% of fee costs already secured)

– Four volunteers all up contributing 100 hours pre and post festival.

Service and equipment (Charity / community groups involved)

– Pennies Charity will contribute tables and chairs

– The Bobs community group will transport artists (as required).

Timeline for 2025 with key milestones

Activity (KM = Key Milestone)	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Planning												
Discussions with key stakeholders and decision to hold festival made (KM)	■											
Determine goals and objectives of festival	■											
Monthly meetings with organising group		■	■	■								
Fortnightly meetings with organising group					■	■	■	■				
Weekly meetings with organising group									■	■	■	■
Create surveys for post festival evaluation							■	■				
Survey sent to participants (KM)											■	■
Evaluation of festival finalised (KM)												■
Report to partners												■
Financials												
Establish draft budget	■											
Tara's art gallery confirmed as major sponsor (KM)	■											
Grant applications to Create NSW, Creative Australia and City of Sydney		■	■									
Review budget		■	■	■	■	■						
City of Sydney grant notification						■						

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Task	1	2	3	4	5	6	7	8	9	10	11	12	13
Creative Australia grant notification							■						
Create NSW grant notification								■					
Finalise budget once grant outcomes known (KM)							■	■					
City funding attributed to festival activities from July							■	■	■	■	■		
Grant(s) acquitted (KM)											■		
Marketing & Communications	■	■	■	■	■	■	■	■	■	■	■		
Establish & maintain database for festival - stall holders	■	■	■	■	■	■	■	■	■	■	■		
Establish & maintain database for festival - attendees	■	■	■	■	■	■	■	■	■	■	■		
Establish & maintain database for festival - workshop & artist presenters	■	■	■	■	■	■	■	■	■	■	■		
Compile list of potential partners, stallholders, artists, schools of art	■	■											
Create ticket platform event to register interest in festival			■										
Social media / database post - festival is coming (KM)				■	■								
Social media / database post - award winning artists attending						■							
Create What's On listing of the festival						■							
Social media / database post - workshop registrations							■	■	■				
Posters put up at art schools									■	■			
Social media post - stallholders booked									■				

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Task	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Social media / database post - full program													🟩	
Social media / database post - countdown to festival													🟩	
Newspaper ads appear													🟩	
Social media post - thank you for attending / success of festival														🟩
Delivery	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓
Research venues for suitability - access and availability	🟪	🟪												
Book venue (KM)			🟪											
Confirm with Venue how to access on the day											🟪			
Book stallholders (KM)			🟪	🟪	🟪	🟪	🟪	🟪						
Workshop facilitators booked (KM)			🟪	🟪	🟪	🟪	🟪	🟪						
Award winning artists booked (KM)			🟪	🟪										
Finalise stallholders										🟪				
Notify Pennies Charity with number of tables									🟪		🟪			
Notify The Bobs regarding transport of artists								🟪			🟪			
Program finalised (KM)											🟪			
Festival delivered (KM)												🟪		